[0053]   FIG. **52** is an illustration depicting submenu screens of the user interface generated by the mobile communication device of FIG. **1** that provide access to functionality to display travel information.

[0054]   FIGS. **53, 54,** and **55** are illustrations depicting submenu screens of the user interface generated by the mobile communication device of FIG. **1** that provide access to functionality to select a point-of-interest (POI) from a POI database, wherein information is displayed to facilitate calling and/or navigating to the POI selected.

[0055]   FIGS. **56** and **57** are illustrations depicting submenu screens of the user interface generated by the mobile communication device of FIG. **1** that provide access to functionality to select a POI from a POI database, wherein information is displayed to facilitate calling and/or navigating to the POI selected.

[0056]   FIG. **58** is an illustration depicting submenu screens of the user interface generated by the mobile communication device of FIG. **1** that provide access to functionality to capture, store and/or geocode image media.

[0057]   FIGS. **59, 60, 61,** and **62** are illustrations depicting submenu screens of the user interface generated by the mobile communication device of FIG. **1** that provide access to social networking and/or friend finding functionality.

DETAILED DESCRIPTION

Overview

[0058]   As the popularity of mobile communication devices has increased, manufacturers have responded by developing cross-functional devices that provide multiple functions in a single device. Traditionally, access to functionality provided by such mobile communication devices is furnished by the device's user interface via graphical icons displayed by the device's display. Thus, an icon may be selected by a user of the mobile communication device via a touch screen overlaying the device's display to access the associated functionality. However, common user interfaces employed by mobile communication devices allow the icons to be arranged in an arbitrary fashion in one or more menu screens. Thus, little or no distinction is made between icons that access frequently used functions and icons that access functions which are rarely utilized by the user. Consequently, the user may find it difficult to locate icons associated with desired functions of the mobile communication device to access such functions.

[0059]   Accordingly, techniques are described to provide a user interface for a display of a mobile communication device. In an implementation, the user interface comprises a main menu having a fixed portion and a movable portion. Primary icons (e.g., icons associated with primary functions of the mobile communication device) are positioned within the fixed portion, while secondary icons (e.g., icons associated with secondary functions of the mobile communication device) are positioned within the movable portion. The secondary icons may be scrolled within the movable portion in response to a touch input received via a touch screen overlaying the display while the primary icons within the fixed portion remain stationary with respect to the display.

[0060]   In embodiments, the mobile communication device may include an orientation sensor operable to determine an orientation of the device. The user interface may then be configured to be displayed in one of a portrait mode and a landscape mode in response to the determined orientation. When the user interface is displayed in the portrait mode, the movable portion is positioned to a side of the fixed portion with respect to the display. Thus, the secondary icons are aligned vertically and scroll in a vertical direction with respect to the display. Conversely, when the user interface is displayed in the landscape mode, the movable portion is positioned below or above the fixed portion with respect to the display. Thus, the secondary icons are aligned horizontally and scroll in a horizontal direction with respect to the display.

[0061]   In the following discussion, an example mobile communication device environment is first described. Exemplary procedures are then described that may be employed with the example environment, as well as with other environments and devices without departing from the spirit and scope thereof. Main menu and submenu screens of an example user interface are then described that may be employed in the illustrated environment, as well as in other environments without departing from the spirit and scope thereof.

Example Environment

[0062]   FIG. **1** illustrates an example mobile communication device environment **100** that is operable to perform the techniques discussed herein. The environment **100** includes a mobile communication device **102** operable to implement a user interface that controls the display of information and that allows a user to interact with the device **102**. The mobile communication device **102** may be configured in a variety of ways. For instance, a mobile communication device **102** may be configured as a mobile phone, a smart phone, a position-determining device, a hand-held portable computer, a personal digital assistant, a multimedia device, a game device, combinations thereof, and so forth. In the following description, a referenced component, such as mobile communication device **102**, may refer to one or more entities, and therefore by convention reference may be made to a single entity (e.g., the mobile communication device **102**) or multiple entities (e.g., the mobile communication devices **102**, the plurality of mobile communication devices **102**, and so on) using the same reference number.

[0063]   In FIG. **1**, the mobile communication device **102** is illustrated as including a processor **104** and a memory **106**. The processor **104** provides processing functionality for the mobile communication device **102** and may include any number of processors, micro-controllers, or other processing systems and resident or external memory for storing data and other information accessed or generated by the mobile communication device **102**. The processor **104** may execute one or more software programs which implement the techniques and modules described herein. The processor **104** is not limited by the materials from which it is formed or the processing mechanisms employed therein, and as such, may be implemented via semiconductor(s) and/or transistors (e.g., electronic integrated circuits (ICs)), and so forth.

[0064]   The memory **106** is an example of device-readable storage media that provides storage functionality to store various data associated with the operation of the mobile communication device **102**, such as the software program and code segments mentioned above, or other data to instruct the processor **104** and other elements of the mobile communication device **102** to perform the techniques described herein. Although a single memory **106** is shown, a wide variety of types and combinations of memory may be employed. The memory **106** may be integral with the processor **104**, stand-alone memory, or a combination of both. The memory may include, for example, removable and non-removable memory